

Approved



**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION
CITY OF SCOTTSDALE
CIVIC CENTER SENIOR CENTER
7375 EAST 2ND STREET
SCOTTSDALE, ARIZONA
DECEMBER 15, 2004
MINUTES**

PRESENT: Scudder Gookin, Jr., Chairman
Paul Piazza, Vice-Chairman
Steven Scholz, Commissioner
Bambi Johnson, Commissioner
Marilyn Atkinson, Commissioner
Sally Shaffer, Commissioner

ABSENT: Anselm Bischoff

OTHERS

PRESENT: Debra Astin, AICP, Transit Planner
Michelle Olson, Olson Communications
Kathy Duley, Scottsdale Gallery Association

CALL TO ORDER

Chairman Gookin called the meeting of the Enhanced Municipal Services District Commission to order at 5:30 p.m.

ROLL CALL

A formal roll call confirmed members present as stated above.

APPROVAL OF MINUTES

November 17, 2004, meeting

COMMISSIONER SHAFFER MOVED TO APPROVE THE NOVEMBER 17, 2004, MEETING MINUTES AS PRESENTED. SECOND BY COMMISSIONER PIAZZA AND PASSED UNANIMOUSLY.

RESORT TROLLY UPDATE

Michelle Korf reminded the commissioners that the commission had authorized carry-over funds in the amount of \$2,415 for the resort trolley. Debbie Astin is here to give an update of this new demonstration project. No action has been scheduled.

Debbie reported that the actual cost is now \$2,636, which is based upon the number of project participants. Ms. Astin also added that the EMSD will be getting two rather than one stop for this price. Eleven resorts and 4 commercial establishments are participating. A performance objective is to have people sitting on the bus for less than 30 or 40 minutes. Only one vehicle will be operating the routes. Downtown and Fashion Square are served on each of the routes. The Borgata is served on two of the routes. Ms Astin provided several handouts including a detailed schedule. Marketing staff at the CVB is in the process of formatting this for the general public: they are doing a great job. Staff is also working on a name for the trolley and is open to any suggestions. Suggested names so far include Shopping Excursion, Shopping Express, and Resort Express.

The Commission asked with three routes, how will people know which route they are on. Ms Astin responded that the color of the trolley window sign will match the color of the route. The driver will also help by providing passengers with information such as where to catch the trolley on the return route.

A discussion ensued regarding the downtown trolley drop-off points, routes for visibility and efficiency and number of passengers on the trolleys. Debbie pointed out that 10-minute headways are critical for pick up frequency. Studies indicate that longer waits result in declining rider ship. Commissioner Gookin stressed the importance of educating visitors to downtown Scottsdale. The Brown and Stetson association has offered to buy ads on the bus. He stressed the need to figure out what it takes to bring people to downtown. In response to a Commissioner's question, Ms. Astin indicated that Old Town, Loloma Station and Fashion Square are the most active stopping points.

Debbie Astin will return in February to provide on trolley service for spring training.

AREA GRANT APPLICATIONS/STATUS

Ms. Korf reported that there are two actions to consider. Last August the commission approved the allocation of carry-over funds to increase the funding level of each district. A motion is needed to increase the district funding levels from \$30,000 to \$40,000 per district. Approval is also needed for two area grant applications. One application is from the Scottsdale Gallery Association. Kathy Duley will be presenting that application tonight. Judy Pinch is unable to attend tonight's meeting, so Ms. Korf will present Old Town's application on her behalf.

Commissioner Gookin stated at an earlier meeting we approved two area grants, each to not exceed \$30,000. We need a motion to change the amount from \$30,000 to \$40,000.

COMMISSIONER ATKINSON MADE A MOTION TO RAISE THE FUNDING LEVEL FOR AREA GRANTS FROM \$30,000 PER DISTRICT TO THE TOTAL OF PREVIOUSLY APPROVED ARE GRANT APPLICATIONS, NOT TO EXCEED \$40,000. SECOND BY COMMISSIONER PIAZZA. MOTION CARRIED UNANIMOUSLY.

Scottsdale Gallery Association—Kathy Duley made a presentation requesting \$10,000 for advertising, entertainment, event production, tables and related items for galleries on Main Street and Marshall Way. Entertainment will be spread throughout the remaining season. Another event to be supported with area grant funds will be the Best of Scottsdale. The galleries are feeling competition with tent shows in adjacent areas. The new event will kick off in February and run to April 1. All galleries are participating and there will be voting for best artist, entertainment spread out throughout the area, and a gala event.

COMMISSIONER ATKINSON MADE A MOTION TO ACCEPT THE REQUEST FROM MAIN STREET DISTRICT FOR THE SUM OF \$10,000 FOR A TOTAL OF \$40,000 TO FUND ADVERTISING AND PROMOTION. SECOND BY COMMISSIONER SCHOLZ. MOTION CARRIED.

Old Town Merchants Association—Michelle Korf reported on behalf of Judy Pinch. She reported that through fiscal prudence and decisions to not initiate some plans; the association will not be spending all of the funds they had applied for. Old Town Merchants' Association is requesting approval for \$5,854 to purchase an ad for the Parada del Sol. They request approval provided the total area expenditure does not exceed \$40,000. This allows the Association to take advantage of the savings they have accrued without going over the \$40,000 allotment.

COMMISSIONER ATKINSON MADE A MOTION TO ACCEPT THE OLD TOWN MERCHANTS ASSOCIATION'S REQUEST TO REALLOCATE \$5,854, PROVIDED THE DISTRICT FUNDING DOES NOT EXCEED \$40,000. SECOND BY COMMISSIONER PIAZZA. MOTION CARRIED.

MARKETING WORKING GROUP

Commissioners Atkinson and Johnson and Michelle Olson--Michelle Olson provided an update on the marketing group activities. She began with a report on ad insertions for coming events. This included media relations with television stations and the *Scottsdale Republic*, and a one to two-page ad about everything going on downtown. This will be laminated and handed out to hotel concierges. The focus of the Marketing Working

Group efforts right now is on trolleys, shopping, farmer's market, etc. The Burma Shave-style sign campaign was also discussed.

Commissioner Johnson inquired about the in-room video revisions, which has a mid-January deadline. Michelle Olson responded that she would check with Dan and get back to Commissioner Johnson tomorrow. She said they do not have funding to revise it, but they are updating the images.

Per Commissioner Johnson's request, Michelle Olsen went into detail about the concierge outreach program and Jerry Sprague's activities of distributing literature and laminated concierge updates to all of the hotels. Michelle also discussed the Lion King playbill ad. Commissioner Johnson requested that Michelle bring an ad from one of the playbills for the Phoenix market.

STATUS OF FY05 BUDGET

Michelle Korf provided an update on two spreadsheets. The first spreadsheet provides a status of expenditures through November. The second spreadsheet details the area grant expenditures for fiscal 2005. Last month Commissioner Gookin requested cash flow projections for each of the districts. That data has just come in from the districts and will be incorporated into the spreadsheet.

COMMISSIONER GOOKIN REQUESTED AN AGENDA ITEM FOR A PRESENTATION TO EXPLAIN WHAT FINANCIAL DATA THE COMMISSIONERS ARE ALLOWED TO SEE AND NOT ALLOWED TO SEE, AND WHY.

FUTURE AGENDA ITEMS/COMMISSIONER ANNOUNCEMENTS

Ms. Korf stated the next meeting would be January 19, 2005. The Commission requested the following future agenda items:

- Action item addressing the Resort Trolley overage of \$224 for the new trolley.
- Clarification of financial data for commissioner review.
- Election of officers.

STAFF ANNOUNCEMENTS

Commissioner Johnson—Has a change of address.

Commissioner Sholz—Is going to be a grandfather tonight.

ADJOURNMENT

With no further business to discuss, Commissioner Piazza moved that the regular meeting of the Scottsdale Enhanced Municipal Services District Commission adjourn at 6:50 pm. Second by Commissioner Atkinson. Motion carried.

Respectfully Submitted,

Sandra Hertlein